

NEW MEXICO True

Contact: Bailey N. Griffith
(505) 570-7938
Bailey.Griffith@state.nm.us

FOR IMMEDIATE RELEASE: March 14, 2017

(Santa Fe, NM) -- You know what they say – April showers bring May flowers – along with the chance to shower your loved ones with locally-made products and gifts. Today, the New Mexico Tourism Department unveiled a spring edition of the New Mexico True Certified Gift Guide, a digital catalog of products that are 100% made in, grown in, or born and raised in New Mexico.

“There’s a nationwide push to shop locally around the holidays, but once the presents are unwrapped and decorations put away we all return to technology for convenience in gift-giving,” said Tourism Cabinet Secretary, Rebecca Latham. “This gift guide allows New Mexicans to do two things at once: support local businesses while shopping a wide variety of unique, high-quality gifts for special occasions.”

Dozens of New Mexico True Certified partners have identified their most popular products for gift giving, all of which are linked from the New Mexico True Spring Gift Guide at NewMexico.org. From tasty treats like wine and biscochitos, to handmade jewelry and cards, online shoppers can find a variety of products that support businesses in the Land of Enchantment.

“New Mexicans aren’t the only ones who want authentically New Mexican gifts,” said Latham. “The New Mexico True Certified program also allows visitors to easily identify and purchase local products. With this digital gift guide, they can do that from anywhere in the world.”

Shoppers can expect to find gifts from well-known companies like New Mexico Piñon Coffee, Los Poblanos Historic Inn and Farm, and Vivac Winery, along with truly unique ideas from smaller businesses like Silver and Earth, New Mexico Birdhouses, Weaver Guitar Straps, and Tailwaggin’ Temptations. Shopping for someone who has everything? Consider giving a Vineyard & Winery Tour from St. Clair Winery, available to purchase in the digital guide.

Since its inception, the New Mexico True Certified program has welcomed 160 entrepreneurs and established businesses eager to leverage the power and recognition of the New Mexico True brand to grow their reputation and reach.

In January, the Tourism Department announced a partnership with Avila Retail that puts New Mexico True Certified products in the spotlight at three Albuquerque Sunport locations.

#

About New Mexico True: The New Mexico Tourism Department created the New Mexico True campaign in response to common misconceptions that New Mexico is a dry, arid, barren desert state with nothing to do. Built upon the idea that a trip to New Mexico is an “adventure that feeds the soul,” the campaign provides a platform for unified brand messaging for more than 50 communities and businesses around the state. In 2015, New Mexico True received two prestigious awards for “Best Digital Campaign” in the country. Since the launch of the campaign in 2012, the economic impact of tourism in New Mexico has grown for six consecutive years.

About New Mexico True Certified: Launched by the New Mexico Tourism Department in April 2016, this initiative allows select New Mexico businesses to leverage the hugely popular New Mexico True brand to build their product’s recognition and amplify their existing marketing message. The New Mexico True Certified program brings national attention to the quality, care, and craftsmanship behind products that are uniquely New Mexican, while providing opportunity for small and large businesses to integrate the New Mexico True Certified mark on their packaging, fulfillment, and marketing materials. To learn more about New Mexico True Certified visit NMTourism.org/TrueCertified.